

**CeBIT**  
australia

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australia

# Meet your business.

**6-8 May 2003**  
**Darling Harbour**  
**Sydney, Australia**  
[www.cebitt.com.au](http://www.cebitt.com.au)

## CeBIT Worldwide Events

CeBIT Australia is part of the global CeBIT event family, including CeBIT Hannover, the world's number one ICT exhibition, CeBIT Asia, CeBIT Eurasia Bilisim, and making its debut in 2003, CeBIT America.

**CeBIT**

**CeBIT**

12-19 March 2003,  
Hannover, Germany

**CeBIT**  
asia

**CeBIT asia**

18-21 September 2003,  
Shanghai, China

**CeBIT**  
america

**CeBIT america**

18-20 June 2003,  
New York City, USA

**CeBIT**  
eurasia  
Bilişim

**CeBIT eurasia Bilisim**

2-7 September 2003,  
Istanbul, Turkey

## CeBIT Australia Organiser



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## Host Association



Opera House image courtesy of Sydney Convention & Visitors Bureau



**Some very good reasons for taking part in CeBIT Australia 2003**

[www.cebitt.com.au](http://www.cebitt.com.au)

**International Exhibition for Information  
& Communications Technology**

# Setting the standard

CeBIT made its debut in Australia in May 2002 and immediately set the standard for Information & Communications Technology (ICT) exhibitions in the region. In just one year, CeBIT Australia has established itself as Australia’s premier ICT exhibition and proved itself as a key part of your marketing program for developing your business.

### Who was at the premiere?

382 exhibitors from 14 countries showcased their ICT products and services to a total of 13,155 visitors.

Total Foreign Exhibitors	134
Australia	248
Grand Total	382

### Participating countries:

Australia, Bermuda, Canada, China, Germany, India, Japan, Malaysia, New Zealand, Korea, Singapore, Switzerland, Taiwan, UK, USA

### Key exhibitors:

Hewlett Packard, IBM, Telstra, Vodafone, Sprint, Southern Cross, Fujitsu and Fuji Xerox.

### Who attended CeBIT Australia 2002?

Exhibitors judge a show’s success by the quality of the visitor. CeBIT Australia promised to draw a high quality business visitor audience across a wide range of industry segments. The statistics and the exhibitors both confirm that it delivered.

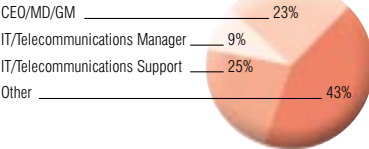
### Total visitors: 13,155

(excludes exhibitors, VIP delegates, media and repeat visitors over the three days)

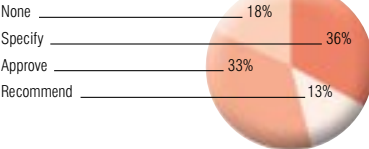
### Industry segments:

Banking & Finance, Engineering & Construction, Retailing & Wholesaling, Professional Services, Healthcare, Education, Manufacturing, Transport & Logistics, Government, Defence, Hospitality & Tourism.

### Business Function



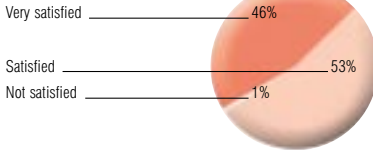
### Role in purchase of Information & Communications Technology



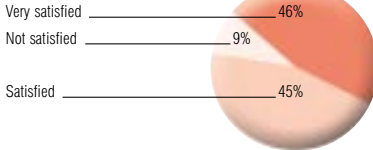
### What the exhibitors told us:

CeBIT Australia 2002 incorporated a comprehensive survey of all exhibitors. The results confirm CeBIT as a major success for exhibitors.

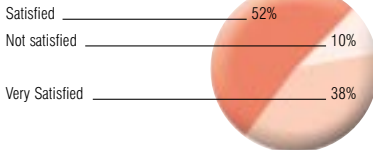
### Satisfied with the whole CeBIT experience



### Satisfied with the number of visitors:



### Satisfied with the quality of visitors:



### CeBIT Australia 2002 Exhibition Initiatives:

CeBIT is different. In keeping with its reputation as the world’s leading ICT exhibition, CeBIT Australia introduced several new initiatives to its 2002 show.

- AIIA Software Showcase
- Exhibition-wide Bluetooth wireless network
- On-line real-time exhibitor appointment service for visitors
- On-site visitor and exhibitor electronic surveys
- Audited visitor attendance
- Government House pre-event reception for exhibitors, international delegates and industry VIPs
- Official opening ceremony by NSW Premier, Hon. Bob Carr



## CeBIT Australia 2002

“We were interested to see how CeBIT’s international reputation would translate into the local market. The results suggest they did it very well. We’ve been to trade shows where the returns have been debatable. Clearly CeBIT is different”.

**Terry Carter, Marketing General Manager, Fujitsu Australia**

“We were very busy, which is one of the things you look for at a show”.

**Kieran Magee, Program Manager, Wireless Data Alliances, Telstra**

“We received more serious inquiries in the first day at CeBIT Australia than during three days at the last expo we attended”.

**John Stockbridge, Director, Brookstone Technologies**

“All 12 German exhibitors have said the fair exceeded their expectations and several have indicated they will return next year”.

**Ulrich Schneider, Managing Director, German Association for ICT, Bitkom**



# CeBIT Australia returns bigger and better to Sydney, Australia in 2003

CeBIT Australia 2003's highly focused marketing strategy will deliver a high quality business visitor audience to exhibitors. Target visitors include Managing Directors, IT and Telecommunications Managers and support staff, and Line-of-Business Managers responsible for specifying, recommending or approving the purchase of information and communications technology.

**CeBIT  
Australia 2003**



- **Advertising**

Full colour advertisements in newspapers, business, technology and trade magazines, TV and radio.

- **Comprehensive Media Coverage**

CeBIT Australia is a media event and will again attract pre-event publicity and post-event coverage in newspapers, business, technology and trade magazines, TV and radio.

- **Targeted Direct Mail**

Highly targeted direct mail campaign to business professionals in key targeted business segments.

- **CeBIT Australia Website**

Part of the global CeBIT network, CeBIT Australia's 2003 website will provide access to exhibitors' details before, during and after the event.

- **Association Partners**

Direct mail, website listings, newsletter calendar listings and articles through association partners, international trade organisations, commercial consulates and overseas associations.

- **Promotion through CeBIT global network**

CeBIT Worldwide events - CeBIT Asia, CeBIT Hannover, CeBIT America and CeBIT organiser Deutsche Messe's 73 worldwide offices.

- **Government Support**

The NSW Government will again be a major sponsor. The Government House pre-event reception for exhibitors, international delegates and industry VIPs is confirmed for 2003.

- **Industry Support**

Australia's key ICT association, the Australian Information Industry Association (AIIA) will again be the host organisation for CeBIT 2003. The AIIA Software Showcase, featuring 150 of Australia's best software startup companies, returns.

AIIA will also bring its premier ICT award night, AIIA iAwards, to CeBIT 2003.



*"CeBIT Australia 2002 was beyond our expectations on what we would achieve out of a tradeshow. We managed to collect good quality leads. It really fulfilled the commitment the organisers made to us that this show will assist in our business growth".*

**Ian Chan, Managing Director, Irwin Solutions**

*"We seemed to have talked to half of Sydney. It has raised our profile. We have been able to speak to high-level people from what are normally impenetrable organisations like the big banks. It has been beyond our wildest dreams".*

**Martin Rogers, Asia Pacific Region Manager, UK software company, Smart 421**



## CeBIT Australia 2003 Exhibition Initiatives:

### **future parc**

Exhibition area dedicated to Australia's R&D industry, highlighting the contribution of Academia, Government and Commerce.

### **Multimedia**

New exhibition sub-category for 2003 reflecting the increased accessibility and relevance of this new technology for the business enterprise.

### **AIIA iAwards**

AIIA will bring its premier ICT award night to CeBIT 2003.



## CeBIT Australia 2003 at a glance:

**Date:** 6-8 May 2003

**Location:** Sydney Convention and Exhibition Centre, Darling Harbour, Sydney

**Exhibition space:** Halls 3, 4 and 5

**Projected exhibitors:** 500

**Projected visitors:** 22,000



# Exhibition Categories

# Exhibition & Sponsorship Options

## Information Technology

Access control systems • Automatic data capture • Barcode systems • Biometric identification systems • Computer systems • Digital photography • IT Security • Graphics workstations • Modems • Monitors • Notebooks • PDAs • Personal computers • Projectors • Printers, copiers, scanners • Retail point of sale systems • Servers • Smartcard and microchip card technology • Speakers • Video and image processing • Voice recognition • Uninterruptable power systems • Workplace furnishings and fittings

## Telecommunications, Wireless and Networks

Broadband • Call centres • DSL • Field force and asset management • GPRS • GPS and navigation • Handheld devices • ISDN • ISPs • Mobile phones • M-commerce • Network systems • MMS • Network security • Network services • Office convergence • Office mobility • PABX • Routers • Satellite services and equipment • SMS • Telecommunications peripherals • Telecommunications service providers • Voice over IP • Voicemail • Videoconferencing • Wireless LAN • Wireless data communications

## Software, Internet Solutions & Services

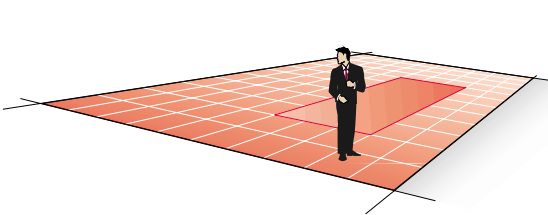
Antivirus systems • Application software • ASPs • B2B solutions • Business solutions • Client-server systems • Content management • Customer relationship management • Data warehousing • Database technologies • Document management systems • E-commerce and m-commerce solutions • Enterprise resource planning systems • Financial services and systems • Graphics and multimedia • Information technology services • Integrated software solutions • Internet, Intranet and Extranet applications • Internet services • IT consulting services • Knowledge management • Network management • Operating systems • Supply chain management systems • Storage systems • System integration • Web cameras • Web design and distributed publishing • Workflow and project management

## future parc

## AIIA Software Showcase

### Exhibition options

All prices are in Australian dollars GST inclusive. Add A\$130 for Public Liability Insurance.

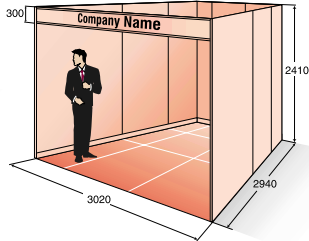


#### Option 1. Space only

A\$470 per sqm (Minimum 18 sqm)

#### Includes:

- Floor space only
- 60 word Exhibition Directory listing

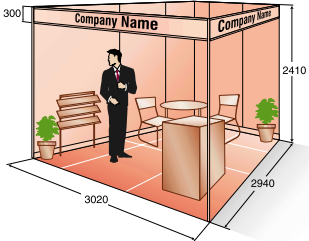


#### Option 2. Shell scheme

A\$530 per sqm (Minimum 9 sqm)

#### Includes:

- Floor space
- Aluminum frame construction
- White walling (where applicable)
- Signage (front & sides where applicable)
- Spotlights (2x150 watt)
- Power Point (1x10 amp per stand)
- Carpet Tiles
- 60 word Exhibition Directory listing



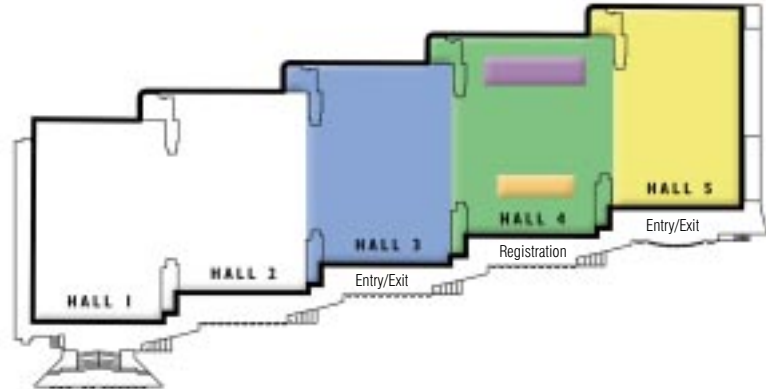
#### Optional Furniture Package

A\$390 per package

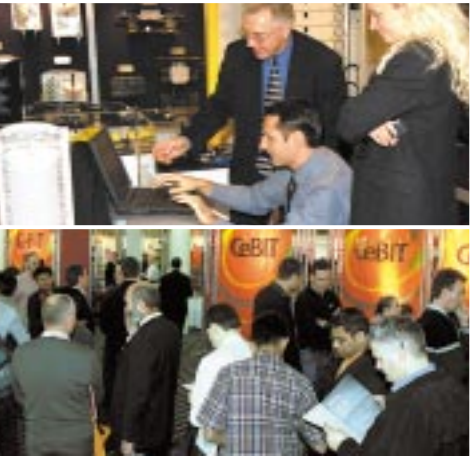
#### Includes:

- 1 x Table
- 2 x Chairs
- 1 x Lockable Counter
- 1 x Brochure Rack
- 2 x Pot Plants
- 1 x Waste Bin

### Sydney Exhibition Centre, Darling Harbour



Sydney skyline image courtesy of Sydney Convention & Visitors Bureau



### Sponsorship Options:

Offered exclusively to exhibitors, to enhance their profile at Australia's premier ICT exhibition.

Please contact Hannover Fairs Australia for more information.